

Austin Open Government Online One Team One Plan

Austin City Council Briefing 6/18/2009

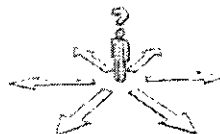
"Incorporating transparency as a core value in the design and execution of the new City of Austin Web site."



Project background

- Five RFPs issued between Jan. 2007 and Nov. 2008
 - Low vendor response
 - Many bids disqualified for not meeting requirements
 - Fifth RFP deemed a successful bid under the previous requirements - Dec. 2008
 - RCA presented to Austin City Council March 2009
 - RFP canceled June 10, 2009

Project Background

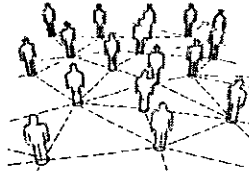


- RFP Issues
 - RFP required use of Plone Content Management System
 - Limited expertise in vendor community
 - Limited the scope of solutions
 - Vague project scope was difficult to bid
 - Inability for many vendors to meet COA purchasing requirements
 - Poorly constructed proposals and cost estimations

Council/City Manager Directives

- Adopt Council Open Government directive strategy
- New CIO and PIO leadership reassess proposed solution
- Research realistic project costs and subsequent funding
- Research new technology trends and best practices from award winning Web initiatives
- Examine opportunities to leverage existing enterprise resources
- Develop RFP with pay by deliverables milestone strategy
- Vet RFP with community advisors

Moving Forward



- Project Cultural Changes
 - The new PIO and CIO teams will partner to define next steps with feedback and direction from the City Manager's Office and Executive Sponsor
 - Public input is a critical component of the project approach
 - Public forums would be conducted with specific objectives
 - Forums would be recorded and aligned with portal requirements

Recommendation moving forward

- Rewrite and rebid project RFP
 - No prescribed technology requirement
 - Structure RFP in a phased pay by specified project milestones
 - Explore creative project models
 - Define better language and strategies for Open Government objectives utilizing Web 2.0 technologies
 - Enhance public perception of project intent

New Approach



- Beyond e-Government
 - Open-Government – Promotes open government solutions for Austin
 - e-Government – Focus on transaction and services
 - i-Government – Grows to include participation
 - We-Government – Matures to include collaboration and accountability

What is the benefit?

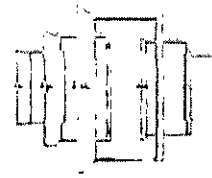


- Data readily available to community
- Community based interface development
 "Applications for Democracy"
- Begins with providing basic information and services
- Moves forward towards a platform for government efficiency, participation, transparency and accountability
- Transactional services prioritized to reduce car travel and offer convenience

What will it take to get there?

- IT Governance
 - Develop governance model to manage Web/e-government initiatives
 - Executive oversight and buy-in with feedback and direction from City Manager's Office and Executive Sponsor
 - Department content ownership/accountability
 - Enterprise solutions, standards, and service delivery
 - Post implementation Center of Excellence
 - Appropriate funding source to do it right
 - Re-engineering of Web content management and business processes

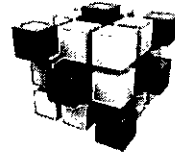
What will it take to get there?



- Participation
 - Public forums
 - Identify key user groups and seek input
 - Continue engagement in all phases of project
 - Vet draft RFP with individuals not bidding project
 - Advisory groups
 - Ongoing input
 - Community liaisons
 - Explore new models
 - Washington D.C. model
 - Crowdsourcing/Open Collaboration



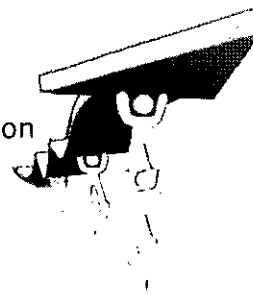
What will it take to get there?



- Technology
 - Leverage existing enterprise tools
 - Build scalable application architecture
 - Develop Service Oriented Architecture
 - Ability to provide consumable data and accessible services
 - Utilize existing skill sets/talents and grow new skills
 - Industry research to support technical decisions
 - Identify potential partnerships with University talent



Next steps



- CTM/PIO to cancel current RFP solicitation
- Rebid RFP without specific technology solution built-in
- Structure RFP in a phased pay by deliverable milestone model
- Renew public forums with specified objectives
- Build upon work already completed
- Continue partnership with UT advisory group

Proposed Timeline for RFP Process

- The RFP will be reviewed by the Gartner Group for feasibility and content
- The RFP will be vetted with a group from UT and other community participants
- RFP release date is expected the first week of July
- Pre-bid conference to occur two weeks following release of RFP
- Projected due date for bids by mid-August
- Final selection by the end of September
- Strong negotiations on pay by deliverables contract and structured Statement of Work (SOW)
- RCA expected in October with the project kickoff shortly after.